

RFART419 – Self-Branding Assets

- **What's your message?**
 - **Slogan:** “Cherry Blossoms represent beauty, transience, renewal, and the fleeting nature of life.
 - **Backstory:** Per Advertising by Design by Renee Apelo, “unity occurs when all elements within a composition appear to be harmonious and belong together, forming a cohesive unit.” I named my brand RFART419 Animations because I can bring together my clients' ideas and build anime-inspired animation designs that best balance their wants and needs. I work harmoniously with the client and connect each project's graphic elements. I create quality work at any size.
 - **Mission Statement:** At RFART419 Animations, I am an independent creator aiming to provide various anime-inspired graphic design services through our versatility and consistency. I strive to make the design process a great experience for our clients.
- **Who are you?**
 - **Target Audience:** Elementary school-aged children
 - Small to mid-size businesses
 - One female designer – tied to our color palette of pink + typography using Japanese-themed fonts.
- **What is your look?**
 - Simple, exotic, modern, unique, & anime-inspired
 - **Color:** Pink (below are the color codes from the logo color chosen tonight)
 - CMYK: 0, 100, 0, 0
 - **Typography:**
 - Noto Sans JP Bold (HEADERS)
 - Noto Sans JP Regular (description)
 - Kashima Brush Demo (Inspiration Board)